

Message Text

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SUBJECT: FINAL REPORT ON ADVANCED POULTRY RAISING SM/E

1. SUMMARY. SEMINAR/MINI-EXHIBIT POULTRY ATTRACTED HIGH LEVEL GROUP OF SOVIET POULTRY EQUIPMENT SPECIALISTS AND FEATURED LIVELY EXCHANGES BETWEEN U.S. AND SOVIET PARTICIPANTS. OVERWHELMING MAJORITY OF U.S. PARTICIPANTS OF OPINION THAT THREE DAY EVENT PROVIDED EXCELLENT INTRODUCTION TO SOVIET MARKET THAT THEY COULD NOT HAVE ARRANGED ON THEIR OWN. WHILE MODERNIZATION OF SOVIET POULTRY INDUSTRY IS NOT OF HIGHEST PRIORITY AT PRESENT TIME, ESTABLISHED THAT THERE IS CONSIDERABLE INTEREST IN U.S. TECHNOLOGY IN THIS AREA AND A REAL POTENTIAL FOR SIGNIFICANT SALES IN MEDIUM TO LONG-TERM. END SUMMARY

2. FINAL REPORT FOR POULTRY 77 SEMINAR/EXHIBIT AS OF COB FEBRUARY 25, 1977: FORMAT FOLLOWS:

1. ADVANCED POULTRY RAISING SEMINAR/EXHIBIT
2. U.S. COMMERCIAL OFFICE, MOSCOW, FEBRUARY 21-25, 1977

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3. AGENTS APPOINTED 1, UNDER NEGOTIATION 2
4. FLOOR SALES 25,000
12 MONTH PROJECTION \$100,000
5. TOTAL NUMBER OF PARTICIPANTS - PAS FOR 7 COMPANIES:
 - A. NEW TO EXPORT: 0
 - B. NEW TO MARKET: 5
 - C. OLD TO MARKET: 2

D. FULLY ACHIEVING OBJECTIVE: 6
PARTIALLY ACHIEVING OBJECTIVE: 1
F. FAILING TO ACHIEVE OBJECTIVE: 0

3. HIGHLIGHTS: ADVANCED POULTRY RAISING SEMINAR ATTRACTED DAILY ATTENDANCE OF BETWEEN 20-40 SOVIET PARTICIPANTS. WHILE NUMBER OF ATTENDEES BELOW EXPECTATION, QUALITY OF AUDIENCE SURPRISINGLY HIGH. SEMINAR PARTICIPANTS INCLUDED DEPUTY DIRECTOR OF DEPARTMENT OF AGRICULTURE'S MAIN ADMINISTRATION FOR THE POULTRY INDUSTRY (PTITSEPPROM), HEADS OF PTITSEPPROM'S DIRECTORATES FOR FEED, PRODUCTION, MECHANIZATION, AND PROCESSING AND CHIEF OF MAIN ADMINISTRATION FOR THE MEAT INDUSTRY AT MINISTRY OF MEAT AND DAIRY. AMERICAN PARTICIPANTS EXPRESSED CONSIDERABLE SATISFACTION IN HAVING OPPORTUNITY FOR PROLONGED CONTACTS AND DISCUSSIONS WITH TOP SOVIET POULTRY OFFICIALS AND GENERALLY AGREED THAT SEMINAR/EXHIBIT OF THIS TYPE WAS ONE OF FEW WAYS THAT SUCH CONTACTS COULD BE ARRANGED HERE.

4. SEMINAR PRESENTATIONS WERE GENERALLY OF GOOD QUALITY AND HAD HIGH TECHNICAL CONTENT WITH THOSE OF BIG DUTCHMAN AND GORDON JOHNSON STEPHENS THE BEST AND MOST TECHNICAL. WEAK LINKS IN SEMINAR PROGRAM WERE PRESENTATIONS OF CENTRAL SOYA AND HOLLY FARMS WHICH, ALTHOUGH MAKING CONSIDERABLE USE OF AUDIO VISUAL TECHNIQUES, HAD A HEAVILY COMMERCIAL AND MINIMAL TECHNICAL CONTENT. TECHNICALLY ORIENTED PAPERS RECEIVED GOOD REACTIONS AND STIMULATED LENGTHY DISCUSSION SESSIONS WHILE COMMERCIAL PRESENTATIONS GENERATED LUKEWARM RESPONSE AND FIRMS WHICH PRESENTED LATTER WERE NOTABLY LESS ENTHUSIASTIC ABOUT RESULTS OF THEIR SEMINAR PARTICIPATION.

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5. ALTHOUGH SOVIET AGRICULTURE IN GENERAL BENEFICIARY OF ADDITIONAL ATTENTION AND RESOURCES OF LATE, IT DOES NOT APPEAR, FROM RESULTS OF SEMINAR THAT MODERNIZATION OF POULTRY INDUSTRY A TOP PRIORITY AT PRESENT TIME. FOR IMMEDIATE FUTURE, PROSPECTS APPEAR BRIGHTEST FOR SPECIALIZED PIECES OF EQUIPMENT AND POSSIBLY NAREMCO'S FEED ADDITIVES. SALES OF TURNKEY POULTRY PRODUCTION FACILITIES, WHICH ULTIMATE AIM OF MAJORITY OF PARTICIPANTS, APPEARS TO BE MEDIUM TERM POSSIBILITY AT BEST. SOME LIMITED SALES ARE EXPECTED IN SHORT TERM; ONE FIRM (FAIRFIELD) NEGOTIATED A REPRESENTATIONAL AGREEMENT, WHILE TWO ADDITIONAL PARTICIPANTS - HENNINGSEN AND NAREMCO - PLAN TO CONCLUDE REPRESENTATION AGREEMENTS IN NEAR FUTURE. THREE PARTICIPANTS - BIG DUTCHMAN, HOLLY FARMS AND CENTRAL SOYA ALREADY HAVE REPRESENTATIVES HERE.

6. USCO IS SATISFIED WITH RESULTS OF POULTRY SME. AS ONE OF OUR PRINCIPAL GOALS HERE IS TO PROVIDE SOLID INTRODUCTION TO MARKET FOR NEW TO MARKET FIRMS, THIS EVENT WAS CERTAINLY A SUCCESS. SME ALSO ESTABLISHED THAT THERE IS CONSIDERABLE INTEREST

IN AMERICAN POULTRY RAISING TECHNIQUES IN USSR, MODEST LEVEL OF SHORT TERM SALES PROSPECTS AND GOOD POTENTIAL FOR SIGNIFICANT SALES, INCLUDING TURNKEY PROCESSING PLANTS, IN MEDIUM TO LONG TERMS.

7. ABSENCE OF TECHNICAL CONTENT IN TWO OF THE SEMINARS PRESENTATIONS IS ONE DEFECT WE WOULD LIKE TO TRY TO ELIMINATE IN FUTURE. WOULD APPRECIATE USDO'S CONTINUED ASSISTANCE IN INFORMING FUTURE PARTICIPANTS THAT SLICK COMMERCIAL PRESENTATIONS MUST BE AVOIDED AS THEY WILL PLAY POORLY WITH HIGHLY TECHNICAL SOVIET AUDIENCE. WHILE USE OF AUDIO VISUAL TECHNIQUES CAN BE MOST EFFECTIVE, PRE-PACKAGED COMPANY FILMS AND PRESENTATIONS TEND TO BE HIGHLY COMMERCIAL AND SHOULD GENERALLY BE AVOIDED UNLESS THEY STICK SOLELY TO TECHNICAL SIDE OF THE PRODUCTION PROCESS. FINALLY ALL EFFORTS SHOULD BE MADE TO GET COMPANY LITERATURE AND SEMINAR PAPERS TO MOSCOW AT LEAST SIX WEEKS PRIOR TO EVENT. THIS WILL BE OF CONSIDERABLE ASSISTANCE

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IN HELPING TURN OUT AS LARGE A SOVIET AUDIENCE AS POSSIBLE AND WILL ALLOW FOR US TO REVIEW SEMINAR PAPERS AND FOR PARTICIPANTS TO MAKE NECESSARY MODIFICATIONS.

8. FOR FIRST TIME IN OUR MEMORY TASS CORRESPONDENTS ATTENDED RECEPTION AND OPENING SESSION OF SME. RESULTS WAS INFORMATIVE AND POSITIVE ARTICLE ON SEMINAR AND FUTURE USCO EVENTS WHICH APPEARED FEBRUARY 23 TASS VESTNIK, A DAILY ECONOMIC BULLETIN WIDELY READ AMONG SENIOR SOVIET ECONOMIC AND TRADE PERSONNEL. COPY OF ARTICLE BEING FOLDED.

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